

## **CBS TELEVISION STATIONS LOCAL NEWS INITIATIVES OVERVIEW**

### **RECOGNITION:**

All of our news operations have been recognized locally, regionally and nationally for excellence in local news coverage. Among the awards received by stations in the group in the past years:

- George Foster Peabody Award
- Columbia- duPont Award
- Edward R. Murrow Award – National and Regional
- Regional Emmy Awards
- Gabriel Awards
- Gracie Awards
- RTNDA/UNITY Award for Diversity Coverage

### **COMMITMENT TO COVERAGE:**

Each of our news operations is committed to coverage of the news and events significant to its community. Our newsrooms are all staffed 24/7, with the ability to get on their air with live, breaking emergency coverage within moments.

#### **Scheduled Newscasts:**

Our news departments each produce no fewer than 25 hours of local news per week. Many produce significantly more than that – with some operations producing in excess of 50 hours each week on their CBS station and their CW/Independent partners. 12 of our 13 news operations produce weekend morning newscasts. The spread sheet with exact hours has already been forwarded.

#### **Breaking News/Emergency Information:**

Each of our news operations is committed to coverage of the unplanned news and events that affect our communities. Over the past years, we have consistently demonstrated that commitment through extensive live on-air coverage of breaking news and emergency situations. A summary of each station's more significant stories is later in this report. Here are some of the more notable events in recent years in which stations broke into programming with extended live coverage and produced live instant specials:

#### **WCBS:**

Coverage of tornados/severe weather in Manhattan – Winter 2007  
Resignation of NY Governor Eliot Spitzer

#### **KCBS/KCAL:**

Southern California's October 2007 Firestorm – stations provided a week of around the clock coverage of the fires and evacuations  
President Ford's Death and Funeral – December 2007  
Yucaipa Earthquake coverage – June 2005

#### **WBBM:**

Shootings at Northern Illinois University – February 2008  
Flash Floods in Chicago area – June 2007  
Criminal Conviction of Governor George Ryan – April 2006  
Law Firm Shooting Rampage – December 2006

**KYW/WPSG:**

Ice Storm Shuts Down Highways – February 2008  
Walt Whitman Bridge standoff March 2008  
NJ Governor Corzine in Car Crash – April 2007  
Officer Cassidy Shooting – Crisis in the City – October 2007  
Winter Blizzard – February 2006  
Record Flash Flooding – June 2006  
Amish Shootings – October 2006

**KTVT/KTXA:**

Tornado/Severe Weather Coverage – Numerous in Past 3 years  
Downtown Dallas Gas Explosion – 2008  
DPD Officer Killer in Clinton Motorcade – Spring 2008

**KPIX/KBCW:**

Olympic Torch Protest Coverage – April 2008  
Storm of the Decade – Winter Storm – January 2008  
Tiger Escape from Zoo – December 2007  
Cosco Busan Bay Spill – November 2007  
Collapse of Bay Bridge Maze – April 2007  
New Year's Winter Storm – December – 2005

**WBZ/WSBK:**

Mitt Romney Campaign – Announcement and resignation from Race  
Winter Storm Coverage – March 2008, January 2008, March 2007  
Bomb Hoax Shuts Down City – February 2007  
Needham Hostage Situation – November 2007  
Bomb Scare/Hostage Situation at Clinton NH Campaign HQ – Nov 2007  
Everett Tanker Fire Shuts Down Highways – December 07  
Gas Explosion in Northern Suburb – and Evacuations Jan 2007

**WCCO:**

I-35 Bridge Collapse – August 2007  
Sever Flooding in Minnesota – August 2007

**WFOR/WBFS:**

Multiple Police Officer Shot - Fall 2007  
Fidel Castro Resignation – Spring 2008  
Spring Tornado Coverage – Spring 2008  
Power Grid Failure – Spring 2008

**KCNC:**

Tornado in Holly, Colorado. April 2007.  
Platte Canyon High School Shooting. September 2006.  
Church Shootings. December 2007.  
Downtown Denver Floods. July 2007.  
2006 Blizzards. December/January 2006/2007.

**KOVR/KMAX:**

Wind/Winter Storm – Power outage – 15 Hrs Live – Winter 2008  
New Years Flooding – January 2008 (9 hours coverage)  
Yuba City School Hostage Situation – December 2007

**KDKA/WPCW:**

Downtown Floods – Fall 2004  
Sago Mine Disaster – 2006  
Mayor O'Connor Death and Funeral 2006  
Ben Roethlisberger Motorcycle Accident – 2006  
Downtown Sniper – 2006

**WJZ :**

Inner Harbor Water Taxi Accident: Fall 2004  
Fort McHenry Tunnel Threat/Shutdown: 2005  
Tornado in Baltimore County: July 2007

**BUREAUS:**

Nine of our 13 stations have invested in bureaus in parts of their viewing area to allow for better coverage of local issues in their communities. Those Stations are:

WCBS, KCBS/KCAL (3), KYW/WPSG,(3), KTVT/KTXA (1), KPIX/KBCW (2),  
WBZ/WSBK (2), WFOR/WBFS (2), KCNC (2) KOVR (1)

**WEATHER EQUIPMENT/RADAR:**

All of our stations have a local radar they can use for the most accurate, up to date storm warnings and forecasts. In addition, several of our stations have arrangements with the National Weather Service and the Department of Homeland Security for Access to radar and other weather instruments in cases of emergency weather and public safety situations. Several of our stations also are part of the AWA's Weather net, which means they operate a network of weather instruments in hundreds of schools, civic centers and agencies around the viewing area.

**HELICOPTER:**

Twelve of our 13 stations have a helicopter for use in local news gathering to bring viewers the most accurate live pictures/news coverage.

**SPECIALIZED LOCAL REPORTING:**

All of our news operations have dedicated individuals/teams/resources to several important local coverage content initiatives:

Investigative Reporting on Local Issues

Consumer Reporting

Health Reporting: 11 of our stations have local doctors on staff to help guide our local medical/health coverage

Political Reporting

**POLITICAL ISSUES/COVERAGE:**

For the past several years, our stations have voluntarily committed to airing several minutes worth of issues coverage in the lead up to local/state/national elections. In addition, each of our stations produced and aired special issue coverage outside of the regular newscasts. This includes candidate debates/issue forums in each of the markets.

**SPECIAL ISSUE CAMPAIGNS:**

Several of our stations are meeting the needs of their communities through issues campaigns. These are ongoing editorial campaigns to address particular issues in their markets. Some examples:

Green Initiatives: - WCBS, KCBS, KPIX

Massachusetts Development/Social Issues "Project Mass": WBZ

Giving Back to Community: "Pay it 4Ward" KCNC

Energy Issues: "Project Energy" WCCO

Hurricane Awareness: WFOR

Religion/Culture/Diversity: KPIX

**APPENDIX 6**

**CBS OWNED TELEVISION STATIONS –SERVICE AWARDS, 2007**

## **CBS Owned Television Stations – Service Awards, 2007**

### **WCBS (New York)**

- Emmy Awards: for Continuing Coverage: “Hurricane Katrina,” Brendan Keefe, Reporter; for On-Camera Talent: Anchor-News, Breaking News Field Anchoring, Jim Rosenfield, Anchor.
- NY State Broadcasters Association Awards: Outstanding Hard News Story: “Airport Insecurity;” Outstanding Sportscast: “October Baseball in New York;” and Outstanding Feature News Story “Songs in Your Head.”
- Scott Weinberger received a Fair Media Council 'Folio' Award and a New York Association of Black Journalists Award for his reporting on "Sex Offenders: A Neighborhood Besieged."
- Pablo Guzman was honored with an HOLA award (Hispanic Organization of Latin Actors) for his "Latino Power" series in the English Language Media Award category.
- American Women in Radio and Television honored Cindy Hsu with the Golden Apple Award.
- Dana Tyler was honored by McDonald's at the Museum of Television and Radio as one of the 2007 Black Broadcast Legends.
- Dr. Max Gomez won Gold at the AVA Awards for his piece on osteoporosis and young women.

## **KCBS/KCAL (Los Angeles)**

- Emmy Awards: KCBS/KCAL won eight 2006 Emmys, taking two out of three newscast categories. Wins included: CBS2 News at 11 p.m., Best Newscast 35 minutes or less; CBS2 News at 6 a.m., Best Daytime Newscast; KCBS/KCAL Best Live Coverage of an Unscheduled News Event, "The Esperanza Fire;" KCBS, "Studio Two," Best Informational Public Affairs Series; KCAL9 News, Best Medical Cultural & Social News Story, Pat Harvey, "Out of Africa, Ethiopia to LA," and KCBS/KCAL Best Feature Reporter, Lisa Joyner.
- RTNA of Southern California Golden Mike Awards: KCBS/KCAL was honored with the following awards: Best Weather Segment (KCBS) for "Johnny Mountain Weather;" News Reporting (KCBS/KCAL) for David Goldstein's "Lost in the System;" Best Light News Series Reporting (KCBS/KCAL) for Stacey Butler's "Midlife Mavericks," and Best Serious Feature Reporting (KCBS) for Laura Diaz's "Billy Queen."
- Los Angeles Press Club Awards: CBS 2 News at 11PM, Best Newscast 35 minutes or less; CBS 2 News at 5PM, Best Newscast over 35 minutes, and KCBS/KCAL Best Breaking News Coverage, "The Esperanza Fire."
- Associated Press, Television and Radio Association of California Awards: KCAL 9 News at Ten p.m. took home honors for the Best News Broadcast, 60 minutes.
- L.A. Chapter of Society of Professional Journalists honored Political Reporter Dave Bryan as one of its Distinguished Journalists.
- Anchor Linda Alvarez was honored by the LA County Board of Supervisors for her Journalism Career.

- KCBS News Anchor Laura Diaz was named a Women of Distinction by the LA County Commission for Women.
- News Anchor Linda Alvarez received the UCLA Rosenfield Prize for community service.
- KCAL News Anchor Sylvia Lopez was honored by the California Chicano News Media Association for Excellence in Journalism. She was also honored for Excellence in Journalism by the National Hispanic Media Coalition.
- KCBS News Anchor Suzanne Rico and Traffic Reporter Vera Jimenez were honored as Women of Distinction by the Youth Mentoring Connection.
- KCAL News Anchor Pat Harvey was honored by the Good News Foundation for Lifetime Achievement.
- KCAL9 News Anchor Dave Clark won the Spirit Award from Delta Sigma Theta.

#### **WBBM (Chicago)**

- DuPont Award: The prestigious Alfred I. DuPont-Columbia University Award was awarded to Investigative Reporter Dave Savini and Producer Michele Youngerman for their series of reports, “Fly at Your Own Risk.” This year-long series and hidden-camera investigation resulted in sweeping arrests and raids and an on-going federal probe. The series of exclusive news reports, which started in November 2006 and continued through 2007, exposed major security loopholes at O’Hare International Airport.

- WMMB was awarded seven Silver Dome Awards from the Illinois Broadcasters Association in 2007 for Excellence in Broadcasting, including five first place awards for best Public Affairs Program, Best TV Website, Best TV Sportscaster, Best Hard News Story and Best Commercial.
- WBBM received three prestigious Peter Lisagor Awards from Chicago's Society of Professional Journalists for outstanding contributions to journalism.
- The station was also honored with two Herman Kogan Awards by the Chicago Bar Association. The Kogan Awards honor local journalists covering legal affairs issues.
- WBBM was honored with 11 awards by the Illinois Associated Press. The station, which received more awards than any other news station in Chicago, was recognized as the Outstanding News Operation for the second year in a row.

#### **KYW/WPSG (Philadelphia)**

- KYW was awarded a national 2007 Edward R. Murrow Award for excellence in electronic journalism. The station was named the winner of the Overall Excellence Award for large market television stations.
- In 2007, KYW was awarded 21 Regional Emmy Awards; WPSG earned two.
- The Radio-Television News Directors Association recognized KYW's Eyewitness News with three regional Edward R. Murrow awards, including the prestigious Overall Excellence Award for best news service in the region.



- The Society of Professional Journalists awarded KYW local special *Alex Scott: A Stand for Hope*, the prestigious Sigma Delta Chi award in the Documentary category. Locally, the special was awarded a PAB Award for Excellence in Broadcasting by The Pennsylvania Association of Broadcasters for Outstanding Television Documentary.
- KYW received the prestigious 2007 Joe Snyder Award from Pennsylvania Associated Press Broadcasters Association for Best News Service in the state. The station also earned 10 first-place awards in Best Newscast, Best Enterprise/Individual Reporting, Best News Documentary, Best Regularly Scheduled Newscast, Best Public Affairs, Best Feature, Best Sportscast, Best News Photography, Best Sports Photography and Best Weathercast.
- KYW/WPSG's new High Definition studios, which went on the air in April, 2007 also received a number of honors including recognition from the General Building Contractors Association, the Pennsylvania Society of Professional Engineers and Broadcast Engineering magazine which nominated the stations for "Best New HD Studio Facility in 2007."

#### **WBZ/WSBK (Boston)**

- Edward R. Murrow Awards: WBZ News won two prestigious Edward R. Murrow Awards in 2007, a regional Award for Overall Excellence as well as a Murrow for Best News Series for Lisa Hughes' "At Home with the Candidates."
- WBZ News also took home two Associated Press awards, one for best website and the other for best weather casting.

- WBZ's Liz Walker, Host and Executive Producer of *Sundays with Liz Walker*, was presented a Silver Circle Award. The award given by the Boston/New England National Association of Television Arts & Sciences (NATAS) for 25 years or more of excellence in television.
- WBZ Anchor/Reporter Dawn Hasbrouck was honored by the Boston Business Journal and named to its Top 40 under 40 list. The award is designed to recognize Greater Boston's next generation of successful leaders who are under 40 years old. Honorees are chosen based on their career accomplishments and their involvement in the community.
- WBZ and WSBK's Creative Services Team won numerous awards including a Bronze BDA award in the Sports Open design category for Sports Final. In addition, Creative Services took top honors from CBS Network's Eye On Excellence program for its "When Jack Williams Talks" spots. In addition, WSBK earned two Gold Promax honors -- one for the launch ID campaign that teased the arrival of "TV38" and the other for the New Year's Stooges Marathon.
- Emmy Awards: WBZ and WSBK were multiple winners of The National Television Academy Boston/New England Chapter's Emmy Awards that were handed out in May. WBZ won in the following categories: Special Events Coverage for "CBS4 Presents Holiday Pops;" News Promo – Single Spot for "Project Massachusetts;" News Promo Campaign for "The Voice of Jack;" Director – Live or Live to Tape for "Holiday Pops Composite"/Bob Comiskey, Director; On-Camera Talent – Program Host/Moderator Composite: BD; David Robichaud, Host, and On-Camera Talent – Reporter Investigative Composite: DJ, Joe Bergantino, Reporter. WSBK won the following: Sports Feature/Segment, "The Rise and Fall of Keith Foulke;" Program Promo – Single Spot, "Wheel of Fortune" and Graphic Arts – Program, "TV38 Re-Design Composite."

### **WWJ/WKBD (Detroit)**

- Emmy Awards: the National Academy of Television Arts & Sciences, Detroit Chapter awarded the stations two Emmy Awards in the following categories. Program Promotion-Single Spot and Program Promotion-Campaign for “No News is Good News.”
- WWJ/WKBD was also awarded a Michigan Association of Broadcasters Award for Marketing Materials and Promos for its campaign,” The Latenight Lineup.”
- The stations also won a Telly Award for Entertainment Promo for the spot, “No News is Good News.”
- WWJ/WKBD Emma Bowen Foundation intern Michael Estime was awarded the “Kathy Shepherd Community Service Award” by the Foundation in June 2007 in recognition of his post-Hurricane Katrina volunteer efforts in Mobile, Alabama – in Galveston Island, Texas for helping with erosion restoration and for volunteering for 16 days at an orphanage in Cusco, Peru in South America.

### **WCCO (Minneapolis/St. Paul)**

- **ProMax/BDA Awards:** WCCO won four PROMAX/BPA Awards in 2007 including a PROMAX Gold Award in Branding/Image Campaign Using One or More Media Category for WCCO-TV “Something to Talk About;” a Silver PROMAX for the Non-Promotional Animation Campaign Category for WCCO-TV “Good Question ” animation; a BDA Award in the Topical Campaign Category for ”Project Energy” topicals, and a PROMAX Bronze for News

Program and Campaign Using One or More Media for WCCO-TV “In the Know”.

- **Emmy Awards:** WCCO won 15 regional Emmy Awards, including Best Evening Newscast in the following categories: Community/Public Service - Single Spot for “Walker 2;” Investigative Report - Single Story for “I-TEAM: Sound the Alarm -- Minnesota's Storm Sirens;” Investigative Report – Series for “I-TEAM: Stepping into Danger;” Director - Live or Live to Tape (Greg Snow); Arts/Entertainment Program Feature/Segment/Special for “Finding Minnesota;” Health/Science News Single Story/Series or Feature for “Cold Weather Good Questions;” Politics/Government News Single Story/Series or Feature for “Good Questions About Politics;” Graphic Arts (Chad Haag); Advanced Media: News Programming – Affiliated for wcco.com and WCCO-TV; Advanced Media: Online Personality – Affiliated (Blogger Jason DeRusha); Advanced Media: Online Writing – Affiliated for “Project Energy: Moose Mystery;” Promotion: Program – Campaign for “Bad Ideas – Sports;” Promotion: Image – Station for “We Have A Vision;” On-Camera Talent: Anchor – Sports (Mark Rosen) and Newscast- Evening Markets 1-20 for WCCO 4 News At 10.

#### **WFOR/WBFS (Miami)**

- **Emmy Awards:** Ten WFOR/WBFS employees received regional Emmy Awards from the National Association of Television Arts and Science Suncoast Chapter;
- The Edward R. Murrow Awards honored WFOR with awards under the Television- Large Market category for Overall Excellence, Investigative Reporting for its “Law & Disorder” series and Newscast for “Fidel Castro Transfers Power.”

- The Association for Women in Communications' awarded former news anchor Maggie Rodriguez with the 2007 Woman of the Year in Television Award.
- The Society of Professional Journalists awarded the Green Eyeshade Award to WFOR's Michele Gillen, Abel Castillo, and Giovani Benitez for the investigative series "The Forgotten Floor."
- The Friendship Network, a group that advocates on behalf of people with mental disabilities, honored Senior Investigative Reporter Michele Gillen.
- The Suncoast Chapter of NATAS honored photo journalist Abel Castillo with the Silver Circle Award for 25 years of service to South Florida television;
- WFOR received the first Community Impact Award from the Broward Homebound Program for its commitment to the South Florida community through Neighbors 4 Neighbors.
- Community Relations Director Nelly Rubio received the Award of Appreciation at the Images and Voices of Hope World Summit in the category of community relations for her body of work during the past 18 years at WFOR. The Images and Voices of Hope Awards of Appreciation spotlights stories in the media and arts that bring benefit to the world. Rubio also received the Florida International University Cal Kovens Community Service Medallion.

## **KPIX/KBCW (San Francisco)**

- KPIX was honored with the Edward R. Murrow Unity Award for Coverage of Diversity and received an additional Murrow Award for Investigative Reporting on Immigration issues.
- KPIX received the National Association of Black Journalists Salute to Excellence Award.
- The Asian American Journalists Association awarded its National Excellence in Television Award to KPIX.
- KPIX received numerous Northern California Emmy Awards, including Best Evening Newscast.
- KPIX received AWRIT's Gracie Allen Award in the News Series Category for the Jefferson Awards for Public Service.
- KPIX was honored by the San Francisco AIDS Foundation for Best Sustained News Reporting on the AIDS Crisis, 1987-2007.
- KPIX received RTNDA Awards for live breaking news; for investigative reporting; for specialty reporting in 2007.
- KBCW received a Northern California Emmy for best Children/Youth Feature Segment, for "Spirit Scholarship." The station also earned a Northern California Emmy for Best Promotion Program Campaign.

### **KDKA/WPCW (Pittsburgh)**

- KDKA won a 2007 RTNDA Regional Murrow Award for KDKA News at Eleven
- KDKA was awarded the 2007 Robert L. Vann Award by the Pittsburgh Black Media Federation (PBMF) for outstanding journalism related to the African American community in Western Pennsylvania in the following categories: Broadcast TV/Public Affairs, Broadcast TV/Business Feature and Broadcast TV/Feature.
- KDKA was honored with four 2007 Golden Quill Award by the Press Club of Western Pennsylvania in the following categories: Public Affairs/Documentary Television for "Tribute To Pittsburgh's Bishop," Feature/Series, Videography for "The Cellvations" Ralph Iannotti and David Colabine, videographers, Spot News/Videography for "Everything's Gone," David Colabine, videographer and Continuing Coverage/Television for "Tragedy At Sago."
- KDKA received was honored with Associated Press Broadcast Awards in 2007 in the following categories: News Documentary, Spot News (2 awards), Continuing Coverage, Regularly Scheduled Newscast, Public Affairs, Feature, Series, Sportscast, Sports Play-By-Play, News Photography, Sports Photography, Photographer/Editor, News/Sports and Talk Program.
- KDKA won a 2007 Regional Emmy Award for Outstanding Promotional Campaign for "Ultimate Steelers Fan"

## **KCNC (Denver)**

- In 2007, KCNC won Associated Press awards for General Reporting (1<sup>st</sup> Place); Website (1<sup>st</sup> Place); Investigative Reporting (2<sup>nd</sup> Place); and Sportscast (2<sup>nd</sup> Place).
- KCNC received a 2007 Colorado Association of Black Journalists Award.
- In 2007, KCNC won Colorado Broadcasters Association First Place Awards for Regularly Scheduled Newscast – CBS4 News at 5; Spot News – Platte Canyon High School Shooting; In-Depth Coverage – Army Recruiting; News Feature – Last Man Standing; Weathercaster; Sportscaster; Promotional Campaign – Broncos Coverage; Advertising Sales Promotion – Qwest: Spirit of the Season. Second Place Colorado Broadcasters Association awards included Public Service Announcement – AIDS Walk 2006; Community Service Project – Adoption in Colorado; Commercial Advertising Spot – Mile High Holidays Cherry Creek; Advertising Sales Promotion – Cingular Wireless: Text Poll
- KCNC received the National Photographer of the Year award from the National Press Photographers Association in 2007.
- In 2007, CBS4 received Emmy Awards from the National Academy of Television Arts and Sciences for Evening Newscast: Large Market; Breaking News; Magazine Program; PSA Single Spot; News Promotion: Single Spot; News Promotion: Campaign; Program Promotion: Campaign; Director: Live or Live-to-tape; and Sports Anchor.



### **WJZ (Baltimore)**

- WJZ took top honors and won local Emmy Awards in the categories of best reporter, best writing and best weathercaster.

### **KTVT/KTXA (Dallas/Fort Worth)**

- KTVT received a 2007 EMMY Award from the Lone Star Chapter of the National Television Academy. The “CBS 11 News at 4” was honored as the best large market morning/daytime newscast.
- The Texas Associated Press Broadcasters Awards honored members of the KTVT/KTXA news team in a number of categories: Best Individual Spot Story (first place), Best Specialty/Beat Reporting (first place), Best Continuing Coverage (honorable mention), and Best Serious Feature (honorable mention).
- ChildCare Group honored KTVT/KTXA Reporter J.D. Miles with the organization’s Media Advocate Award for his reports on the need for free, public pre-kindergarten for eligible military families; disaster preparedness for child care facilities; parents’ concerns about quality care for their children and the use of hidden cameras; and legislation to create new standards to increase child care teachers’ pay. ChildCare Group is a non-profit agency dedicated to promoting, delivering and expanding the best child care services available outside the home.
- The Religion Newswriters Association recognized KTVT News Anchor/Reporter Maria Arita and photographer Kristen Bergeron for excellence in religion reporting in the mainstream media. Arita was honored in the “Television

Reporting/Short Form” category for a feature entitled “Orbs of Light,” about a mysterious visual phenomenon at a Texas church.

#### **KOVR/KMAX (Sacramento)**

- KOVR/KMAX received the only Northern California Emmy for Outstanding Achievement in Community Service. KOVR also received Emmy Awards in the Investigative Report category and the Feature News Report-Light category, both for reports by Kurtis Ming.
- KOVR/KMAX received The Huntington's Disease Society of Northern California Humanitarian Award
- KOVR/KMAX received the Heart of the Hero Award from The North Area Teen Center recognizing the stations for their “Stuff the Bus Campaign.” The award recognizes those who contribute to the well being and safety of youth within the Greater Sacramento Valley area.
- MADD-Media Making A Difference Award: KOVR/KMAX were recognized for outstanding media coverage advancing MADD’s mission to stop drunk driving, support the victims of this violent crime and prevent underage drinking.

#### **WUPA (Atlanta)**

- The Atlanta City Council presented a proclamation to WUPA Public Affairs Director Keisha Williams in recognition of the HIV/AIDS community outreach

conducted in conjunction with the station's special "A Positive Light: HIV in Atlanta" in addition to providing free HIV testing.

#### **WGNT (Norfolk)**

- WGNT was honored by the Virginia Association of Broadcasters in the category of Best Public Service/Community Event for Commercial TV for "Portsmouth Notables."
- WGNT received the Community Leadership Award at the SCLC (Southern Christian Leadership Conference) 2007 Dr. Martin Luther King, Jr. Conference & Banquet Theme.
- Portsmouth City Schools presented WGNT with a Certificate of Appreciation for the station's participation in the *Lunch Buddies program*. In addition to an appreciation reception from Park View Elementary Montessori Magnet School in Portsmouth, volunteers from WGNT were recognized during the monthly PTO meeting for the mentoring the station provided the children with its Lunch Buddies Program.

#### **KSTW (Seattle)**

- Emmy Awards: the Northwest chapter of the National Association of Television Arts and Sciences awarded six awards to KSTW employees in 2007 for outstanding on-air work in the television industry.

### **WTOG (Tampa/St. Petersburg)**

- WTOG was honored with MacDonald Training Center's "All That Glitter's" plaque in recognition of our generous sponsorship of the 10<sup>th</sup> Annual "All That Glitter's" Wine Tasting and Silent Auction benefiting this Charitable Organization.
- WTOG received a certificate for their invaluable support during AIDS Walk St. Petersburg 2007, from Anthony Barros, AIDS Walk Director.

###

**APPENDIX 7**

**CBS OWNED TELEVISION STATIONS – EMMA BOWEN  
MENTORSHIP PROGRAM**

**WCCO Emma Bowen Mentorship Program:**

As a founding sponsor of the Emma L. Bowen Foundation for Minority Interests in Media, CBS has been mentoring Emma Bowen students since 1989. The Foundation's mission is to prepare minority youth for media careers through a unique, multi-year work-study program. More than a dozen students are currently placed at CBS-owned stations across the country, but WCCO in Minneapolis has taken a unique approach with its program and students.

WCCO, the CBS station in Minneapolis, is proud to be the home of one of the most creative and successful diversity programs in broadcasting. In 2004, a Native American group in Minneapolis known as Honor Nation approached WCCO to complain about a dance performance on the Grammy Awards that they found objectionable to their community. Fred Reynolds, President and CEO of the Viacom Stations Group at the time, personally flew out to Minneapolis to join station management for a meeting with representatives from the group. What grew out of this dialogue was the seed of WCCO's unique mentoring program for Native American students.

WCCO's proactive response to that community concern -- to create a voice for Native Americans at its television station -- would build awareness and sensitivity to that community not just at the CBS stations but across the industry.

The station approached the Emma L. Bowen Foundation for Minority Interests, with which CBS already had a relationship in preparing minority students for careers in the industry. WCCO had a unique request -- that their program be targeted exclusively to Native American students. The Foundation, along with assistance from the station, identified four qualifying area students to be part of this unique mentorship program. The program launched in the summer of 2005 with four high school seniors: Christina Fairbanks, Nick Peterson, Michelle Redberg and Cole Premo who joined WCCO for the summer-long paid internship. Their hours worked are matched dollar-for-dollar in a scholarship fund through the Emma Bowen Foundation. They can use these funds for tuition, books, computers or housing.

The first summer each spent one week in eight different departments -- news, creative services, sales, programming/research, the business office, engineering, the web and communications -- exposing them to every facet of television station operations. At the end of the first summer session, they selected their four areas of interest. The summer of 2006 each mentee spread their time out equally between the four departments. At the end of this session, they narrowed their focus down to two departments where they spent equal time during the summer of 2007.

Through the process of elimination, the students have identified their areas of interest in television, each choosing a different course. Christina is in news with a special interest in assignment desk management. Michelle has selected the communications and sales marketing areas. Nick is interested in sales while Cole is interested in production/editing and the web. 2008 is the final year of their program, and the expectation is they will successfully complete it, after which, according to the agreement between the company and the Bowen Foundation, each will be placed in a job at WCCO or within CBS.

WCCO's unique Emma Bowen Foundation Mentorship program has been a source of pride for the station the past four years. Through this program, WCCO has forged many key relationships in its Native American community. As this group of students moves into the workforce in their prospective disciplines, they will not only strengthen the Native American voice at CBS but in our industry as well.

**APPENDIX 8**

**CBS OWNED RADIO STATIONS – LOCAL & INDEPENDENT  
MUSIC**



## **LOCAL & INDEPENDENT MUSIC:**

### **CBS Stations Air Local, Unsigned and Independent Label Artists**

#### ***ATLANTA***

##### **WAOK**

WAOK, while not a music station, conducts interviews with local musical artists from time to time.

##### **WVEE**

WVEE has a weekly Music Call-in and Music Day where local artists can bring their music in and have it heard by the music director. WVEE has a research department that conducts weekly surveys to determine whether or not our music programming is on-target with what our listeners want to hear. We survey an average of 100 people a week. WVEE has an open door policy of accepting and receiving emailed suggestions about the music the station plays.

WVEE plays and interviews local artists. Outside of playing mainstream R&B and Hip Hop music, V-103 has a Gospel show and an Old School show on Sundays to appeal to our religious and/or older listeners. Evening drive on-air personality Greg Street has a minimum of 5 local artists on his show which airs every evening from 6pm-10pm.

Saturday nights, V-103 hosts Jermaine Dupri's So So Def Radio – which features new and upcoming So So Def artists.

Local Atlanta artists that appeared and had their music played on WVEE before going on to become national recording artists include the following: T.I., Ciarra, Yung Joc, T.L.C., Monica, Outkast, Bone Crusher, Usher, 112, Jagged Edge, Ludacris, Rasheeda and Lloyd.

Throughout 2006 and 2007, WVEE introduced a special concert series to its listeners: Soul Sessions. Soul Sessions take place in small venues – making our listeners feel connected to the artist – and the only way to get tickets is to listen on the radio to win! Some of the featured artists have included: India Arie, Floetry and Malcolm Jamal Warner, Lyfe Jennings, Lionel Richie, John Legend and Fantasia.

##### **WZGC**

Dave-fm has a total commitment to local artists and music director Margot Smith is constantly out in the community looking for new bands and new performers that would appeal to the dave-fm listening audience. Once a week, Margot meets with record label representatives to hear new music.

In August of 2007, select tracks of dave-fm's most requested songs (some of which are by local Atlanta artists) were featured on an exclusive CD which is being sold through Starbucks Coffee shops in Atlanta.